



City of Chandler  
**Tourism Analyst**

|                     |                                    |                     |                            |
|---------------------|------------------------------------|---------------------|----------------------------|
| <b>SALARY</b>       | \$68,858.00 - \$99,844.00 Annually | <b>LOCATION</b>     | Chandler, AZ               |
| <b>JOB TYPE</b>     | Fulltime-Regular                   | <b>JOB NUMBER</b>   | 2300367                    |
| <b>DEPARTMENT</b>   | City Manager                       | <b>DIVISION</b>     | 1580-TOURISM               |
| <b>OPENING DATE</b> | 05/26/2023                         | <b>CLOSING DATE</b> | 6/16/2023 11:59 PM Arizona |

**Description**

Chandler, the fourth largest City in Arizona, one of the fastest growing innovation and technology centers in the nation is currently seeking qualified individuals interested in joining our team as a Tourism Analyst. This is a full-time, exempt position with benefits.

**Why work for Chandler?**

- Accrue 122 hours paid vacation in your first year, eligible to be used immediately following accrual
- Accrue 96 hours paid sick leave in your first year, eligible to be used immediately following accrual
- 12 paid holidays per year plus additional time off at the end of the year (Winter Break)
- Dress code is business casual, with jeans on Fridays
- Free Tumbleweed Recreation Center membership
- Professional development opportunities
- Tuition reimbursement up to \$5,000 annually, \$3200 for part time employees
- City contributions of 1% gross wages per pay period to deferred compensation
- Become part of the Arizona State Retirement System with a 100% City contribution match
- 3 medical plans to choose from along with dental and vision coverage
- Flexible schedule/Remote work options
- Diverse and inclusive environment
- Robust Employee Wellness program with \$350 incentive

**Who we are**

Team Chandler consists of approximately 2200 full-time, temporary and part-time employees. We are a customer-focused and innovative team that provides exceptional services for City of Chandler residents.

**Who we are looking for**

Our tourism program is seeking a motivated team member who will have a passion for customer service, teamwork, and collaboration and experience working in a fast-paced environment as a part of a small team. Using various tools and effectively working with third-party vendors, the TOURISM ANALYST will assist with the development and implementation of a digital destination marketing strategy including but not limited to, website development and management, social media engagement, video production, blog content and promotional campaigns to promote Chandler as a business and leisure travel destination.

**Essential Functions**

1. Develops and executes integrated marketing plans to promote programs, resources and major initiatives.

2. Maintain contact databases and distribution listings and execute distribution of the monthly Visit Chandler e-Newsletter and other messaging, as necessary.
3. Creates, writes, and edits content for print and digital communications including social media.
4. Develops a complete working knowledge of Chandler including all its attractions and amenities.
5. Serves as a liaison to external agencies.

### **Minimum Qualifications**

- Bachelor's Degree in Marketing, Communications, or related field; and
- Two (2) years of marketing and fund development experience; or
- Any equivalent combination of experience and training which provides the knowledge and abilities necessary to perform the work.

### **Desired Qualifications**

- Broad functional experience in areas of marketing, communications, design, public relations, market development, market research, planning, data analysis, and promotions/advertising.
- Experience in developing compelling written and visual media presentation materials.
- Experience and knowledge of website design and management is a plus.
- Ability to work effectively within a team and independently.
- Digital marketing experience.
- Social media experience.

The position available is regular full-time position and is subject to a six (6) month probationary period. A register of qualified candidates will be active for four (4) months should another position become available.

All applicants hired will be required to be fingerprinted with successful results as a condition of continued employment.

Applicants for employment and volunteer opportunities should be aware of the City of Chandler's policies concerning the use of drugs and alcohol. These policies have not been altered by the passage of Proposition 207. The use of recreational marijuana is a violation of the City's Drug Free Workplace Policy. Certain positions within the City are required to submit to a pre-employment drug test. A positive result for drugs tested under the policy, including recreational marijuana, may be grounds for withdrawal of an offer of employment or volunteer opportunity.

**The City of Chandler is committed to Equal Opportunity & Reasonable Accommodation.**

---

#### **Agency**

City of Chandler

#### **Address**

175 S Arizona Ave 2nd Floor

Chandler, Arizona, 85225

#### **Phone**

480-782-2350

#### **Website**

<http://www.chandleraz.gov>